WDAF - TV - Issue Ad Public File Checklist

	Women Vote		
	Name of Sponsoring Organization		
	Accepted: Rejected: (mark	one)	
	Class of Time: Rate CAND		
	9/27-10/3		
	Flight dates and times		
	see ATTACHED		
	Rate charged Strate RACE Description of Issue		
	Description of Issue		
	1/20 Connecticut	Ave WASHINGTON DC	7003
	Address of Sponsoring Organization		
	Water the second		
	Telephone Number of Sponsoring Organization	Email Address	
	relephone Number of Sponsoring Organization	Ellai Address	
	Sponsor's Officers/Directors/Executive Committee	9	
	STEPHANIC Schriock	TRES	
		anno shirayara ayanki ili ili ili ili ili ili ili ili ili i	
	Description of substantiation provided (if any)		
	Proper Sponsorship Identification: Yes	No	
		/ /	
	OM -	9/26/12	
ne		Date	



ORDER

Flight Dates 09/27/12-10/03/12

Order Sep 00:30:00

Product Estimate # 1883

WOMEN VOTE Alt Order # 09829857 578501 Contract / Revision

Original Date / Revision Billing Type Cash Agency Com 15% 09/26/12 09/26/12

Order Type **GENERAL Billing Contact** Billing Cycle EOM/EOC Advertiser Women Vote

3050 K Street NW Billing Calendar BROADCAST Ste 100

Demographic A35+ Washington, DC 20007 Agency Waterfront Strategies

SP-POL PLI **GEN** Rev Codes **Buying Contact**

Sales Office DC-M Product Codes PL2C Sales Region NAT 2 Priority 1010 Wisconsin Avenue

Agency Ref Advertiser Ref Suite 800 Washington, DC 20007

Primary Account Executive Dan Driscoll

Account Executive Order% Start Date End Date Dan Driscoll 100%

> Competing Station % of Order Amount **KCPT** % 0 **KCTV** 7% 9477 **KCWE** % 0 43325 **KMBC** 32% KMCI % 0 % **KPXE** 0 **KSHB** 32% 43325 **KSMO** 1% 1353

Order Share 28% Market Value 135392

Order Totals Billing Plan Month # of Spots Net Amount Gross Amount Rating Start Date End Date # Spots Net Amount Gross Amount September 2012 32 \$10,718.50 \$12,610.00 0.00 08/27/12 09/30/12 32 \$10,718.50 \$12,610.00 October 2012 38 \$21,505.00 \$25,300.00 0.00 10/01/12 10/03/12 38 \$21,505.00 \$25,300.00 70 \$32,223.50 Totals \$37,910.00 0.00

									<u>Totals</u>	
Ln Ch Start End	Inventory Code	Break	Start/End 7	īme Days	Len Spo	ots	Rate Pri	Rtg Type	Spots	Amount
E 1 4 09/27/12 09/28/1	2 M-F 530-6a	CM-AII	530-6a	F	:30	1	\$450.002	0.00 NM	1	\$450.00
	M-F 530-6a									
FOX 4 NEWS AT 530A										
Start Date End Dat	e <u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/12 09/30/12	F	1	\$450.00	0.00						
E 2 4 09/27/12 09/28/1	2 M-F 6-7a	CM-All	6-7a	F	:30	2	\$450.002	0.00 NM	2	\$900.00
	M-F 6-7a									
FOX 4 NEWS AT 6A										
Start Date End Dat	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/12 09/30/12	F	2	\$450.00	0.00						
E 3 4 09/27/12 09/28/1	2 M-F 7-9a	CM-AII	7-8a	F	:30	2	\$450.002	0.00 NM	2	\$900.00
	7-8a		(7:00 AM-8:0	00 AM)						
FOX 4 NEWS										
Start Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						



578501

Flight Dates 09/27/12-10/03/12

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:30:00

Advertiser Women Vote

Product WOMEN VOTE

Ln Ch S	Start End	Inventory Code	Break	Start/Fnd	Time Days	Len Sr	note	Rate Pri	Pta Tuna	Tota	COME .
	9/27/12 09/28/12		CM-AI		F	:30	2	\$450.002	0.00 NM		Amount
		7-8a	OIII 7 III	(7:00 AM-8:	•	.50	2	φ 4 30,002	U.UU NIVI	2	\$900.00
FOX 4 NE\					,						
<u>Start E</u> Week: 09/24/		<u>Weekdays</u> F	Spots/Week		Rating						
	9/27/12 09/28/12		2 CM-All		0.00 F	:30		##F0 00 0	0.00 104	•	****
, •	0,2,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,,	8-9a	Olvi-Ai	(8:00 AM-9:	· ·	.50	2	\$450.002	0.00 NM	2	\$900.00
FOX 4 NEV	ws			•	· · · · · · · · · · · · · · · · · · ·						
Start E		<u>Weekdays</u>	Spots/Week		Rating						
Week: 09/24/ E 5 4 09		F	2		0.00						
E 5 4 08	9/29/12 09/29/12	5a 7-9a 7-8a	CM-All	7-8a (7:00 AM-8:0	~~S-	:30	1	\$375.002	0.00 NM	1	\$375.00
FOX 4 NEV	NS	, 00		(1.00 AW-0.)	JO AIVI)						
Start D	Date End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/		S-	1	******	0.00						
E6 4 09	9/29/12 09/29/12		CM-All		S-	:30	1	\$375.002	0.00 NM	1	\$375.00
FOX 4 NEV	NS	8-9a		(8:00 AM-9:0	00 AM)						•
Start D		Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/		S-	1		0.00						
E 7 4 09	9/30/12 09/30/12	Su 7-9a	CM-All	7-8a	S	:30	1	\$150.002	0.00 NM	1	\$150.00
EOV 4 NEW	NC	7-8a		(7:00 AM-8:0	00 AM)						,
FOX 4 NEV Start D		Mookdove	Cnoto fillook	Data	Marking a						
Week: 09/24/		<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$150.00	Rating 0.00						
	3/30/12 09/30/12	Su 7-9a	CM-Ail		S	:30	1	\$150.002	0.00 NM	1	\$150.00
		8-9a		(8:00 AM-9:0	-	.00	•	V100.002	0.00 (410)	,	ψ130.00
FOX 4 NEV											
<u>Start D</u> Week: 09/24/1		<u>Weekdays</u> S	Spots/Week	Rate	Rating						
	09/30/12	FOX News Sunda	1 CM AII	\$150.00 9a-10a	0.00	20		A150.00.0			
20 4 00	100/12 03/30/12	FOX News Sunda	•	9a-10a	5	:30	1	\$150.002	0.00 NM	1	\$150.00
FOX 4 NEV	vs		7								
Start D		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/1	· · · · · · · · · · · · · · · · · · ·	S	1	\$150.00	0.00		·				
E 10 4 09	/27/12 09/28/12	M-F 9-10a M-F 9-10a	CM-All	9-10a	F	:30	2	\$150.002	0.00 NM	2	\$300.00
FOX 4 NEW	VS AT 9A	WH 3-10a									
Start Da		<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 09/24/1	12 09/30/12	F	2	\$150.00	0.00						
E 11 4 09	/27/12 09/28/12	M-F 10-11a	CM-AII	10-11a	F	:30	2	\$200.002	0.00 NM	2	\$400.00
LIVE W KEI	!!	M-F 10-11a									
Start D		<u>Weekdays</u>	Spots/Week	Rate	Dating						
Week: 09/24/1		F	2	\$200.00	Rating 0.00						
	/27/12 09/28/12	M-F 12p-1p	CM-AII		F	:30	2	\$225.002	0.00 NM	2	\$450.00
		M-F 12-1p		•			_		3.00 14141	4	φ -1 00.0Ω
_	VS AT NOON	141 7 4	.	_					1		
<u>Start Da</u> Week: 09/24/1		<u>Weekdays</u> F	Spots/Week	Rate	Rating						
****	/27/12 09/28/12		2 CM-All	\$225.00	0.00 F	:30		6150.000	0.00 1:11	•	0000
⇒ . 5 ¬ + 00/	E 00120112	M-F 3-4p	OWEAL	o-+h		;30	2	\$150.002	0.00 NM	2	\$300.00
JUDGE JOE	E/JUDGE JOE	,							ļ		



578501 Flight Dates 09/27/12-10/03/12 Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:30:00

Advertiser Women Vote

Product WOMEN VOTE

Ln Ch Start	End	Inventory Code	Break	Start/End	Time Days	Len Sr	oots	Rate Pri	Rta Type	Tot Spots	als Amount
E 13 4 09/27/1	12 09/28/12	M-F 3-4p	CM-All	3-4p	F	:30	2	\$150.002	0.00 NM	2	\$300.00
JUDGE JOE/JU	וחפר ופר	M-F 3-4p									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	F	2		0.00						
E14 4 09/27/1	12 09/28/12	•	CM-All	4-5p	F	:30	2	\$300.002	0.00 NM	2	\$600.00
JUDGE JUDY/J	LIDGE ILIDY	M-F 4-5p									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	F	2		0.00						
E 15 4 09/27/1	12 09/28/12	•	CM-All	5-530p	F	:30	1	\$450.002	0.00 NM	1	\$450.00
FOX 4 NEWS		5-530p		(5:00 PM-5:	30 PM)						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	F	1	\$450.00	0.00						
E 16 4 09/27/1	2 09/28/12	•	CM-All	530-6p	F	:30	1	\$450.002	0.00 NM	1	\$450.00
FOX 4 NEWS		530-6p		(5:30 PM-6:	00 PM)						
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12		1	\$450.00	0.00						
E 17 4 09/27/1	2 09/28/12	M-F 6-630p	CM-AII	6-630p	F	:30	1	\$600.002	0.00 NM	1	\$600.00
FOX 4 NEWS AT	T AD	M-F 6-630p									
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	F	1	\$600.00	0.00						
E 18 4 10/01/1	2 10/01/12	•	CM-All	7p-8p	M	:30	1	\$2,100.002	0.00 NM	1	\$2,100.00
BONES		FOX Prime Mond	ay 7-8p								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	M		\$2,100.00	0.00						
E 19 4 10/02/1	2 10/02/12	Tuesday Prime A		7p-8p	-T	:30	1	\$1,800.002	0.00 NM	1	\$1,800.00
RAISING HOPE	/RENAKATE	Raising HOpe/Be	n & Kate								
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	-T		\$1,800.00	0.00						
E 20 4 10/02/1	2 10/02/12	Tuesday Prime B		8p-9p	-T	:30	1	\$2,800.002	0.00 NM	1	\$2,800.00
NEW GIRL/MINE	٦٧	New Girl/Mindy P	roject								
Start Date		Weekdays	Spots/Week	Rate	Rating				I		
Week: 10/01/12	10/07/12	-T		\$2,800.00	0.00						
E 21 4 10/03/1	2 10/03/12	X Factor Wednes	day CM-All	7-9p	W	:30	1	\$2,600.002	0.00 NM	1	\$2,600.00
X FACTOR		FOX X Factor									
Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 10/01/12	10/07/12	W		\$2,600.00	0.00						
E 22 4 09/27/1:	2 09/28/12	•		9-930p	F	:30	1	\$750.002	0.00 NM	1	\$750.00
FOX 4 NEWS		9-930p		(9:00 PM-9:3	OPM)				I		
Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
Week: 09/24/12	09/30/12	F	1	\$750.00	0.00						
E 23 4 09/27/1	2 09/28/12	M-F 9-10p		930-10p		:30	1	\$750.002	0.00 NM	1	\$750.00
FOX 4 NEWS		930-10p		(9:30 PM-10:	00 PM)						
1 0/1 7 146,440											



578501

Flight Dates 09/27/12-10/03/12

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

<u>Order Sep</u> 00:30:00

Advertiser Women Vote

Product WOMEN VOTE

Ln	Ch	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type	Tota Spots	als Amount
E 23	4	09/27/1	2 09/28/12	M-F 9-10p	CM-All	930-10p	F	:30	1	\$750.002	0.00 NM	1	\$750.00
E	OV 4	NEWS		930-10p		(9:30 PM-10):00 PM)						
Г		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We		/24/12	09/30/12	F	1	\$750.00	0.00						
E 24	4	09/27/1	2 09/28/12	M-F 10-1030p	CM-All	10-1030p	F	:30	1	\$750.002	0.00 NM	1	\$750.00
_				M-F 10-1030p									
F		NEWS A		Marabalan	0 (- 40 (1	D-1-	Dall's						
\//e		art Date /24/12	End Date 09/30/12	<u>Weekdays</u> F	Spots/Week 1	<u>Rate</u> \$750.00	Rating 0.00						
E 25	4		2 09/29/12			930-10p	S-	:30	1	\$450.002	0.00 NM	1	\$450.00
	•	001071	00:20:12	930-10p	0111.7 ((9:30 PM-10	-	.00		ψ~50.00 Z	0.00 14111	1	Ψ430.00
F	OX 4	NEWS		-		•	•						
	-	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
		/24/12	09/30/12	S	1	\$450.00	0.00						
E 26	4	09/29/1	2 09/29/12	Sa 10-1030p Sa 10-1030p	CM-AII	10-1030p	S	:30	1	\$630.002	0.00 NM	1	\$630.00
F	OX 4	NEWS 1)P	Оа 10-1000р									
	Sta	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 09	/24/12	09/30/12	S-	1	\$630.00	0.00						
E 27	4	09/30/1	2 09/30/12	Su 9-10p	CM-All	930-10p	S	:30	1	\$750.002	0.00 NM	1	\$750.00
_	:OY 4	NEWS		930-10p		(9:30 PM-10):00 PM)						
,		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We	********	/24/12	09/30/12	S	1	\$750.00	0.00						
E 28	4	09/30/1	2 09/30/12	Su 10-1030P	CM-All	10-1030p	S	:30	1	\$630.002	0.00 NM	1	\$630.00
				Su 10-1030p									
F	_	NEWS A		Manhala	C4-8M1.	D-1-							
\/\/e		art Date /24/12	End Date 09/30/12	<u>Weekdays</u> S	Spots/Week 1	<u>Rate</u> \$630.00	Rating 0.00						
E 29	4			M-F 530-6a		530-6a	MTW	:30	1	\$450.002	0.00 NM	1	\$450.00
	,		,,,,,	M-F 530-6a	01417111	500 00		.50		ψ+00.00 Z	0.00 11101	'	ψ450.00
F	OX 4	NEWS AT	Г 530A										
		art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
		/01/12	10/07/12	MTW	1	\$450.00	0.00			.			
E 30	4	10/01/1	2 10/03/12	M-F 6-7a M-F 6-7a	CM-All	6-/a	MTW	:30	1	\$450.002	0.00 NM	1	\$450.00
F	OX 4	NEWS AT	Г6А	1VI-1 O-76									
	<u>Sta</u>	art Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
We	ek: 10	/01/12	10/07/12	MTW	1	\$450.00	0.00						
E 31	4	10/01/1	2 10/03/12		CM-AII		MTW	:30	2	\$450.002	0.00 NM	2	\$900.00
=	OY 4	NEWS		7-8a		(7:00 AM-8:	00 AM)						
F		art Date	End Date	Weekdays	Spots/Week	Rate	Rating						
We		/01/12	10/07/12	MTW		\$450.00	0.00						
E 32			2 10/03/12			8-9a		:30	2	\$450.002	0.00 NM	2	\$900.00
				8-9a		(8:00 AM-9:		_				_	• :
F		NEWS	,								I		
1A/-		rt Date	<u>End Date</u> 10/07/12	<u>Weekdays</u> MTW	Spots/Week		Rating						
E 33		10/01/1	2 10/07/12			\$450.00	0.00 MTW	-20		ድ4ኛለ ላላማ	0.00.134	•	ቀዕላላ ላላ
L 33	4	10/01/1	- 10/03/12	M-F 9-10a M-F 9-10a	CM-AII	J-10d	1A! I M —	:30	2	\$150.007	0.00 NM	2	\$300.00
F	OX 4	NEWS AT	⊺9A								1		



578501 Contract / Revision

Flight Dates 09/27/12-10/03/12

Hiatus Dates

Original Date / Revision 09/26/12/ 09/26/12

Order Sep 00:30:00

Advertiser Women Vote

Product WOMEN VOTE

Ln Ch	Start	End	Inventory Code	e Break	Start/End	Time Days	Len Sp	oots	Rate Pri	Rtg Type \$	Tota Spots	als Amount
E33 4	10/01/1	12 10/03/12		CM-All	9-10a	MTW	:30	2	\$150.007	0.00 NM	2	\$300.00
FOX	4 NEWS A	T 9A	M-F 9-10a									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating				1		
Week; 1	10/01/12	10/07/12	MTW	2	\$150.00	0.00						
E 34 4	10/01/1	12 10/03/12		CM-All	10-11a	MTW	:30	2	\$200.002	0.00 NM	2	\$400.00
I IVE	W KELLY		M-F 10-11a									
	Start Date	End Date	Weekdays	Spots/Week	Rate	Rating						
	10/01/12	10/07/12	MTW	2	\$200.00	0.00						
E 35 4	10/01/1	2 10/03/12	M-F 12p-1p	CM-All	12-1p	MTW	:30	2	\$225.003	0.00 NM	2	\$450.00
			M-F 12-1p									
	4 NEWS A		Mantalasa	C	Data	m.c						
***	Start Date 10/01/12	End Date 10/07/12	<u>Weekdays</u> MTW	Spots/Week 2	<u>Rate</u> \$225.00	Rating 0.00						
E 36 4		12 10/03/12	M-F 3-4p	CM-All	· · · · · · · · · · · · · · · · · · ·	MTW	:30	2	\$150.002	0.00 NM	2	\$300.00
			M-F 3-4p	O.M. 7 M.	C "(p	(* i v i v i v i v i v i v i v i v i v i	.00	4.	ψ100,002	WINI OO'O	Z	\$300.00
	SE JOE/JU	DGE JOE								l		
****	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
E 37 4	10/01/12	10/07/12	MTW M-F 4-5p	2 CM AH	\$150.00	0.00	.20		4000 000	0.00.4414	_	****
E31 4	10/01/1	12 10/03/12	M-F 4-5p	CM-All	4-5p	MTW	:30	2	\$300.003	0.00 NM	2	\$600.00
JUDG	SE JUDY/J	UDGE JUDY										
_	Start Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	<u>Rating</u>						
	0/01/12	10/07/12	MTW	2	\$300.00	0.00						
E 38 4	10/01/1	2 10/03/12	M-F 5-6p 5-530p	CM-All	5-530p (5:00 PM-5:	MTW	:30	3	\$450.003	0.00 NM	3	\$1,350.00
FOX 4	4 NEWS		J-330p		(5.00 FNI-5.	30 mivi)						
<u>s</u>	Start Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1	0/01/12	10/07/12	MTW	3	\$450.00	0.00						
E 39 4	10/01/1	2 10/03/12	•	CM-All	530-6p	MTW	:30	3	\$450.003	0.00 NM	3	\$1,350.00
FOX 4	4 NEWS		530-6p		(5:30 PM-6:	00 PM)						
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
Week: 1	0/01/12	10/07/12	MTW	3	\$450.00	0.00						
E 40 4	10/01/1	2 10/03/12	M-F 6-630p	CM-All	6-630p	MTW	:30	3	\$600.003	0.00 NM	3	\$1,800.00
FOV	4 NITTA (C) AT	F 6D	M-F 6-630p									
	4 NEWS AT	End Date	Weekdays	Spots/Week	Dete	Detina						
Week: 1		10/07/12	MTW	<u>30018/4466K</u>	<u>Rate</u> \$600.00	Rating 0.00						
E41 4		2 10/03/12	M-F 9-10p		9-930p	MTW	:30	3	\$750.007	0.00 NM	3	\$2,250.00
			9-930p		(9:00 PM-9:			•	4.04.00 ,	0.00	Ü	Ψ2,200.00
	4 NEWS			_								
<u>S</u> Week: 1	tart Date	End Date 10/07/12	<u>Weekdays</u> MTW	Spots/Week	Rate	Rating						
E 42 4		2 10/03/12		3 CM AII	\$750.00	0.00	.20		67E0 00 7	0.00 414		** ***
L 72 4	10/01/1	L 10/00/12	930-10p		930-10p (9:30 PM-10	MTW :00 PM)	:30	3	\$750.007	0.00 NM	3	\$2,250.00
	4 NEWS		- I		4					1		
	tart Date	End Date	<u>Weekdays</u>	Spots/Week	<u>Rate</u>	Rating						
Week: 1		10/07/12	MTW	3	\$750.00	0.00						
E 43 4	10/01/1	2 10/03/12	,	CM-All	10-1030p	MTW	:30	3	\$750.007	0.00 NM	3	\$2,250.00
FOX 4	4 NEWS AT	Г 10Р	M-F 10-1030p									
										•		

Print Date: 09/26/12

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Contract / Revision

578501

Flight Dates 09/27/12-10/03/12

Hiatus Dates

<u>Original Date / Revision</u> 09/26/12/ 09/26/12

Order Sep 00:30:00

Advertiser Women Vote

Product WOMEN VOTE

Estimate # 1883

Ln	Ch	1	Start	End	Inventory Code	Break	Start/End	Time Days	Len Sp	ots	Rate Pri		-	als Amount
E 43	3 4	1	10/01/12	10/03/12	M-F 10-1030p M-F 10-1030p	CM-AII	10-1030p	MTW	:30	3	\$750.007	0.00 NM	3	\$2,250.00
	FOX	(4 NE	WS AT	10P	шт то тооор									
		Start	Date I	End Date	<u>Weekdays</u>	Spots/Week	Rate	Rating						
٧	/eek:	10/01	/12	10/07/12	MTW	3	\$750.00	0.00						

Totals 70 \$37,910.00